Theme: “Get Prepared…”

OBJECTIVES

Position and promote the Riverfestival as the most significant cultural event in South-East Queensland and beyond...

To develop a culture for the Festival that is:
Contemporary
Fresh
Fun
Relevant
Innovative
Significant
Healthy
and, encourages a sense of anticipation and preparation.

Get Prepared...
to scream
to feast
to view
to race
to cruise
to clean
to debate

A3 Poster samples

GET PREPARED...
TO SCREAM

21st September - 27th September

Riverfestival
BRISBANE 2004

GET PREPARED...
TO FEAST

Seafood Festival
23rd September

Riverfestival
BRISBANE 2004

GET PREPARED...
TO VIEW

Suncorp Riverfire
27th September

Riverfestival
BRISBANE 2004

2 levels of the visual identity

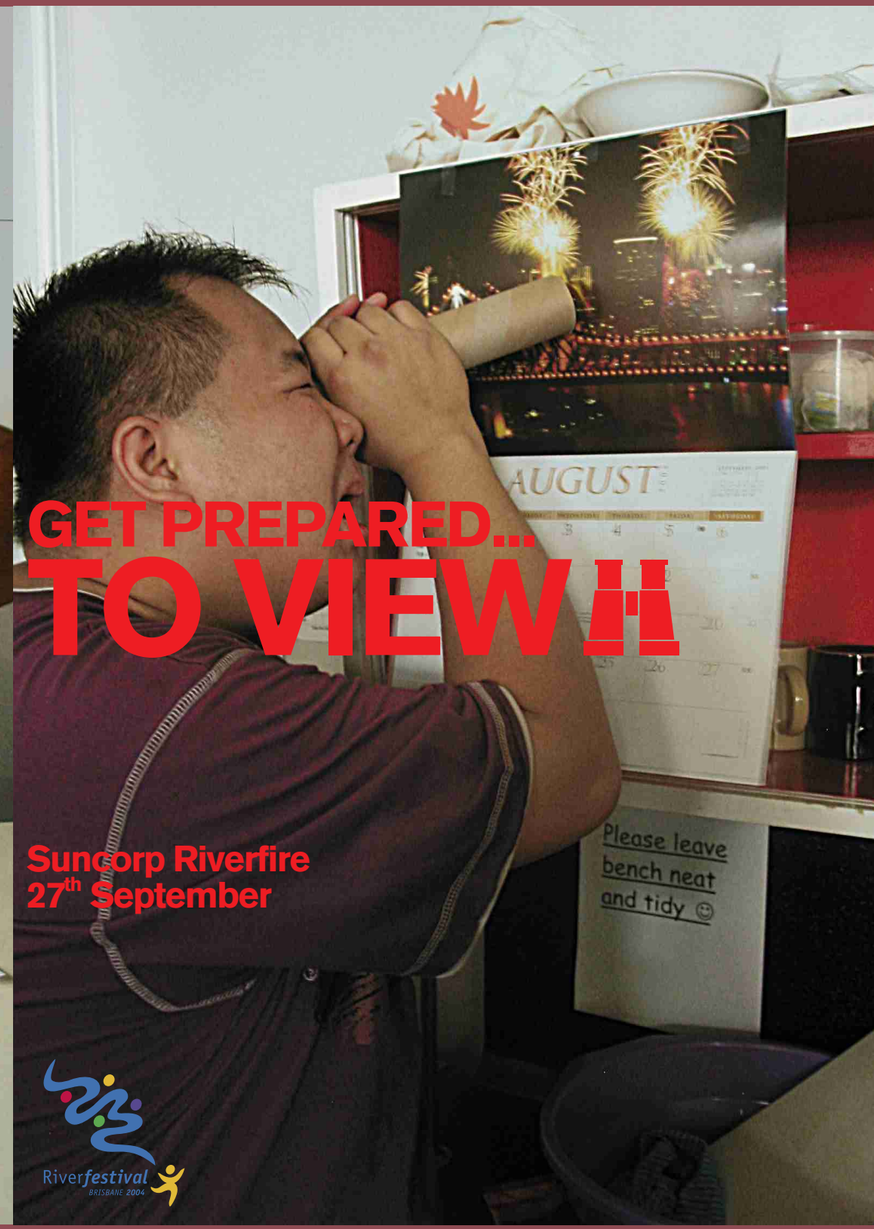
Photograph:
The basic element of this marketing identity system.

Text & Icon:
Different text phrase to present different feeling and different situations/events in the festival. An icon will follow to associate the feeling that the text relates or for the event it's promoting. Also, the icon can be isolated to develop a system of signage.

A4 Poster samples

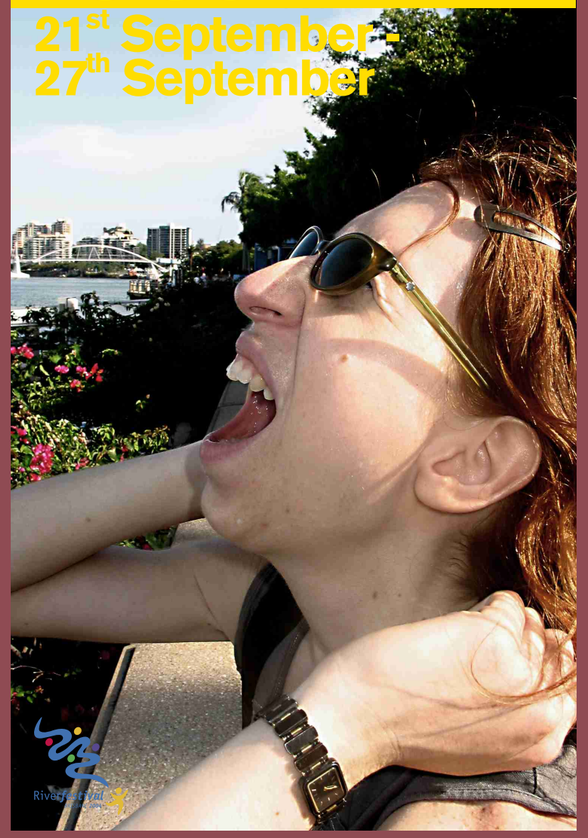
GET PREPARED...
TO SCREAM
21st September - 27th September
Riverfestival
BRISBANE 2004

GET PREPARED...
TO FEAST
Seafood Festival
23rd September
Riverfestival
BRISBANE 2004


GET PREPARED...
TO VIEW
Suncorp Riverfire
27th September
Please leave
bench neat
and tidy
Riverfestival
BRISBANE 2004

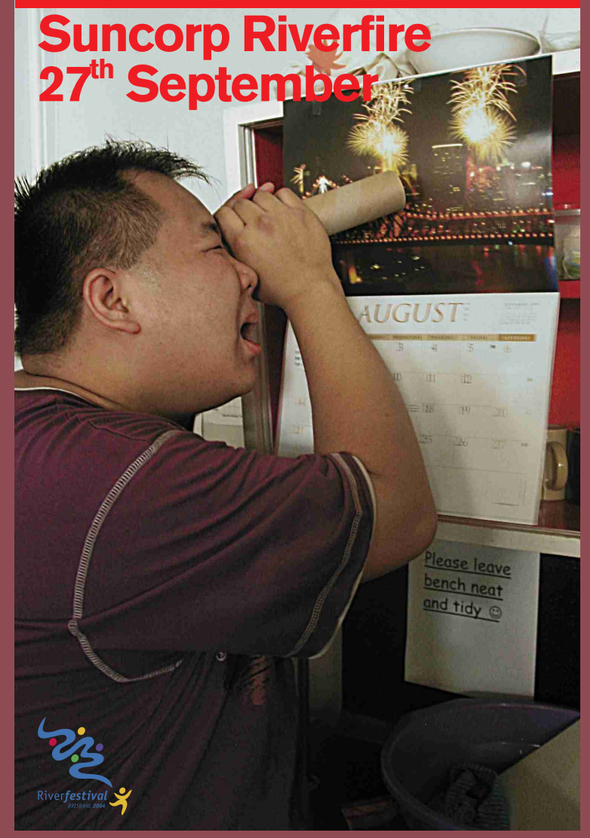
Other applications 01: DL Leaflet

GET PREPARED...
TO SCREAM
21st September -
27th September



GET PREPARED...
TO FEAST
Seafood Festival
23rd September

GET PREPARED...
TO VIEW
Suncorp Riverfire
27th September



Other applications 02: TV ad. Storyboard

GET PREPARED...

GET PREPARED...

GET PREPARED...

TO FEAST
GET PREPARED...

TO FEAST

Seafood Festival
23rd September

Seafood Festival
23rd September

Seafood Festival
23rd September

Seafood Festival
23rd September

Seafood Festival
23rd September

Riverfestival